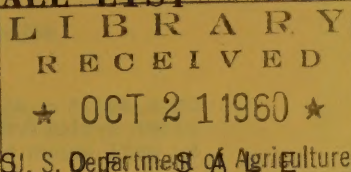


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Be

1960-1961 SPECIALISTS WHOLESALE LIST

FUCHSIAS AND PELARGONIUMS



....before ordering

please read these **TERMS**

Orders for all stock offered in this Wholesale Catalogue are being booked now. All orders are promptly confirmed, but are accepted subject to cancellation in case of crop failures and other conditions beyond our control.

No order shipped that totals less than \$5.00. NOT LESS THAN FIVE PLANTS OF A VARIETY AT WHOLESALE PRICES.

We do not sell rooted or unrooted cuttings, but only well grown and established plants in 2½" pots.

Our terms are cash with order, unless you make other arrangements with us AT THE TIME YOU ORDER, for payment at delivery date.

All prices F.O.B. Palo Alto. No charge for packing.

We suggest shipment by Parcel Post and Special Handling. However, if you want us to ship to you by Railway Express, please so indicate on your order.

We are NOT responsible for the safe arrival of plants after they have been accepted in good order by the carrier. CLAIMS FOR DAMAGE IN TRANSIT (broken plants, delay in delivery, etc.) SHOULD BE FILED WITH THE CARRIER ON DELIVERY.

Orders will be shipped when plants are ready and, depending on the stock, that will be in late winter or early spring. However, please **indicate on your order when you would like to have the plants** and we will let you know at once what we can do.

All stock is labeled, true to name as given in this catalogue.

We **never substitute** if sold out of a variety you have ordered.

....about ordering Early

Last season we were sold out of most items in about a month after our whole-sale catalogue was mailed out. This year, again, we expect to be sold out of Pelargoniums and other items in **less than one month** after this catalogue reaches you. Since our production is so limited, we urge you to **order as soon as possible** after you receive this catalogue. This is not high-pressure business but a statement of fact - each year the late orders are out of luck. Each year we mail back many orders that arrive too late.

This does **not** apply to the new 1961 Introductions. We keep "open book" for them and hope to be able to supply plants even late in the season.

SCHMIDT NURSERY

355 LAMBERT AVENUE

DAVENPORT 2-4501

PALO ALTO, CALIFORNIA

FUCHSIAS

1961 INTRODUCTIONS

Once again - as each year since 1939 - we are pleased to offer exclusively the finest of new fuchsia originations by well known hybridizers.

The new introductions are listed alphabetically below. Price schedule is at the end of descriptions.

CURTAIN CALL (Munkner) - An excellent hanger (or staked upright) with handsome foliage and large flowers, similar in coloring to fuchsia "Rubeo," with the additional feature of serrated edging bordering the petals. Blooms in profusion, regularly produces four flowers from each pair of leaf axils, instead of only two as with most fuchsias.

FANCY PANTS (Reedstrom) - Originator's description: A vigorous heat resistant upright or basket plant. The bloom remains crisp even on the warmest days. The corolla is double purple fading to a beautiful reddish hue. The sepals are bright red. This fuchsia can be grown to perfection even by a novice.

LILAC LUSTRE (Munkner) - Double corolla of broad, pleated petals a most attractive powder blue or lustrous lilac. Short tube and broad upturned sepals rose red. Medium large flowers in abundance on a bushy, medium high, upright grower with rich green foliage.

MISS WASHINGTON (Mouncer) - A sport of Fort Bragg, habit of growth and bloom the same, but the large corolla is white, palest orchid flush on large center petals, all petals veined orchid pink at base. Upturned crepe-textured sepals rose red, tipped pale green. Very free flowering.

NIAGARA (Schnabel-Paskesen) - Originator's description: An arching trailer capable, in cooler climates, of producing huge flaring near-white flowers. Double corolla is rose veined on a clear white base; sepals are broad, thick and granular - white with very pale pink edges. In warmer areas the blooms are somewhat smaller and the sepals flushed pale green. Medium sized foliage.

RED BUTTONS (Hodges) - A good hanger with medium large single orange red corolla and outspread long-pointed orange-red sepals. Inflated shiny red tube suggested red buttons. The prominent tube is largest in cooler climates. Free blooming and heat resistant.

THE FRANCISCAN (Schnabel-Paskesen) - Originator's description: A trailing plant, easy to grow, producing non-fading self-pink medium sized flaring flowers having a rich, glowing quality. The fully double corolla, faintly rose veined is set off by broad granular sepals, perfectly matching the bright pink corolla. The Franciscan is a dense plant with medium sized foliage and is smothered with bloom.

TUTTI-FRUITTI (Schnabel-Paskesen) - Originator's description: Medium sized double flowers of iridescent magenta-rose (non-fading) reminiscent of "Cara Mia" in color only; reflexed pale pink granular sepals. The four center petals are well defined while the many auxiliary petals are etched and marbled with rose pink. Tutti-Fruitti produces long arching branches that will need some support. Medium sized leaves.

355 Lambert Avenue • Palo Alto, California

355 Lambert Avenue

Palo Alto, California

NURSERY NAME _____

(Please print plainly)

STREET OR R.F.D. _____

CITY _____ ZONE _____ STATE _____

COUNTY _____ SHIFTING ADDRESS, IF DIFFERENT
FROM MAILING ADDRESS: _____SHIPPING ADDRESS, IF DIFFERENT
FROM MAILING ADDRESS:[illegible]

QUAN.		AMOUNT FORWARDED	
		TOTAL	
		AMOUNT FOR POSTAGE IF WANTED BY PARCEL POST	
		AMOUNT ENCLOSED	

OTHER NOVELTIES

MEDALLION - A Fancy-Leaved Geranium with yellow-green leaves and a large red-brown center, deepest coloring in considerable sun. Bushy, spreading habit good as pot plant, but particularly outstanding as a hanging pot plant. Something different. 50¢

FREAK OF NATURE - Creamy white stems and leaf stalks, typically with a large creamy white center in the crinkly-edged leaf, but varies considerably. Very rare. 75¢

PRINCE VALIANT - Semi-dwarf geranium, single deep crimson, orange-red flush at center and edge of petals. Outstandingly showy color, exceptionally free flowering pot plant. 35¢

BEAUTY OF EASTBOURNE - Very showy Ivy Geranium, double, rose cerise, light violet undertone. Fine importation from England. 35¢

LA FRANCE - Very large Ivy Geranium, double, lilac-lavender with slight purple markings. Import, better than others of similar coloring. 35¢



S C H M I D T N U R S E R Y

355 Lambert Avenue

Palo Alto, California

D A v e n p o r t 2-4501

Wm. E. Schmidt, originator and grower, thirty-six years in the nursery business. Member of the American Fuchsia Society, International Geranium Society, California Horticultural Society, California Association of Nurserymen, American Association of Nurserymen, Strybing Arboretum Society and the American Horticultural Society.

WE ARE A PINTO TAG NURSERY

AGREEMENT

with the Schmidt Nursery

Covering the New 1961 Fuchsia Introductions

This agreement covers the following 1961 Fuchsia Introductions: Curtain Call, Fancy Pants, Lilac Lustre, Miss Washington, Niagara, Red Buttons, The Franciscan, Tutti Fruitti and Yum Yum.

Excepting the above named nine varieties and all the patented and Trade Mark Reg. varieties listed in this catalogue, there are no propagating restrictions on any of the other varieties listed in this 1960-1961 Wholesale List.

The undersigned purchaser hereby agrees **NOT TO PROPAGATE FOR ANY PURPOSE**, wholesale or retail, or sell without the individually furnished copyright label bearing the variety name and the name of the originator, any or all plants of above name 1961 Fuchsia Introductions **BEFORE JANUARY 1, 1962**. The undersigned further agrees not to sell the said variety named fuchsia plants at retail for less than the minimum retail price set forth in this 1960-1961 catalogue, except as otherwise provided in the Fair Trade Act applicable.

The undersigned purchaser further agrees, that in case he should give away, exchange, or sell for any price any or all plants of the varieties covered by this agreement and purchased from the Schmidt Nursery, 355 Lambert Avenue, Palo Alto, to any other professional grower or nursery, *he will inform the other professional grower or nursery of the above described Propagating Restrictions covering the 1961 Fuchsia Introductions in question.*

Date

Please Print - Name of Nursery

Signed by

Street or R.F.D.

City

Zone

State

SHALIMAR LABELS FOR SALE

Shalimar is Trade Mark Reg. and labels are available from us at 10¢ each plus postage. No other Patent or Trade Mark Reg. labels for sale by us.

YUM YUM (Erickson) - Double, strong rose pink with orchid undertone, short upturned sepals light pink, tube and outside of sepals flushed green. Blooms in abundance on a low, spreading plant. May be used as a stiff-branched trailer. Grown for several years in both hot-climate and fog-belt gardens.

WHOLESALE Prices for above listed 1961 Fuchsia Introductions, strong plants grown in 2½" pots:

5 PLANTS OF ONE VARIETY	EACH 45¢
10 PLANTS OF ONE VARIETY	EACH 40¢
25 OR MORE OF ONE VARIETY	EACH 35¢

Established minimum RETAIL price for above listed 1961 Fuchsia Introductions for the entire year 1961, is 75¢ each for plants in 3" pots or smaller containers, \$1.00 each for 4" pots or larger containers.

Please note that we cannot accept your order for any of the above described non-patented 1961 Fuchsia Introductions unless your order is accompanied by a signed Propagating Agreement. For your convenience a copy of it, printed on golden paper, has been inserted in this List.

1960 AND OTHER NEWER FUCHSIAS

ANGELA LESLIE (Patented) - Very large double medium pink, deep pink sepals. Strong upright, excellent. 35¢

CAPRI - Giant double, silvery violet blue, broad granular sepals white. Arching type grower. Enormous flower in cool areas. 25¢

DUSKY ROSE (Trade Mark Reg.) - Large double rose-purple changing to dusky rose as the spreading corolla matures. Upturned sepals pink to red. Attractive hanger. 35¢

FLORENTINA - Large double smoky burgundy-red corolla, white sepals. Upright grower. 25¢

GREAT SCOTT (Patent Pending) - Very large double two-toned purplish to jasper-red corolla, recurved pink sepals. Spreading upright. Very showy. 35¢

HUMDINGER (Trade Mark Reg.) - Large semi-double rose-purple corolla; long, broad pink sepals. Free blooming trailer. 35¢

LEONORA - Medium large, single bell-shaped orchid pink corolla, light pink sepals prominently tipped green. Abundance of flowers on strong upright grower. 25¢

grower. 25¢

MOULIN ROUGE - Not red as the name implies, but a good trailer with large double blue-and-pink corolla, light pink sepals tipped palest green. 25¢

PINK GALORE (Trade Mark Reg.) - Double, beautiful soft rose, sepals deep pink. Proved to be one of the best all-pink hanging fuchsias for retail sales. 35¢

PINK FAVORITE (U.S. Trade Mark) - Double corolla a pleasing soft pink, short recurved sepals slightly deeper pink. Short bushy grower, very free flowering. We highly recommend Pink Favorite as a pot plant fuchsia. 35¢

ROSIE O'GRADY - Large globular double, lovely soft rosy pink, recurved medium pink sepals. Long blooming season. One of the finest pink trailers. 25¢

SHALIMAR - (Trade Mark Reg.) - Large double, lavender blue, marbled rose. Sepals white, blushed. Tops. 35¢
FOR YOUR OWN PROPAGATION, SHALIMAR LABELS AVAILABLE AT 10¢ EACH.

SONATA - Very large, fully double white corolla with palest pink veining, broad upturned sepals soft pink. Strong upright grower. 25¢

TEXAS LONGHORN (Trade Mark Reg.) - Long semi-double white corolla, mauve veining at the base of petals. Long-pointed rose red sepals spread to almost 7 inches here in Palo Alto. Good grower, good foliage, long blooming season. Hanger or staked upright. Outstanding. 35¢

TIFFANY (Trade Mark Reg.) - Large double purest white corolla, broad upturned sepals pale pink, tipped light green. Strong growing trailer with good foliage and masses of flowers. Good in hotter climates, too. The most popular 1960 introduction. 35¢

LADY WASHINGTON GERANIUMS

1961 Introductions

BLACK MAGIC (Schmidt 1961) - A Rogue Seedling with jet black buds opening to large flowers of darkest red-black. Semi-dwarf, bushy grower. Heavy bloomer, long flowering season. Darkest of all, but not dull.

BREAK O'DAY (Schmidt 1961) - A Dawn Seedling with many-flowered umbels and large (3") white flowers with palest blush near petal edges, upper two petals prominently veined and small velvety brown-red blotch, heavily flushed strawberry. Good branching habit, long blooming season, flowers held well above foliage. One of our finest introductions.

PINK GEM (Schmidt 1961) - A Josephine seedling with upright-facing flowers of medium size, softest rosy pink, near-white at center, small reddish spot in upper petals. Effect is apple blossom pink. Very early, free and continuous bloomer.

Strong 2½" Pot Plants:

5 PLANTS OF ONE VARIETY .. 75¢ EACH
10 PLANTS OF ONE VARIETY .. 55¢ EACH

25 PLANTS OF ONE VARIETY .. 45¢ EACH
50 OR MORE OF ONE VARIETY . 35¢ EACH

1960 AND OTHER NEWER PELARGONIUMS

AMOUR - Early bloomer, large umbels, large flowers. Attractive soft orchid, lilac undertone. Outstanding pot variety. 30¢

CARISBROOKE - Similar to "Ballerina," but more ruffled and less apricot to its satiny pink. More upright growing, early and long blooming. Imported winner of all the highest awards in England. 35¢

DEEP PURPLE (1960 Introduction) - Large ruffled purple with dark blotches overlaid velvety brown, changing to a lively blue-violet near petal edges. Strong bushy grower, large umbels, good bloomer, Surprisingly good retail seller. 35¢

DELORES (1960 Introduction) - Similar to our 1957 introduction "Happy Days," but of a clear light salmon without blotches. Fine upright grower, long blooming season. Lovely color sells on sight. 35¢

VICTORIA REGINA - White, long rose-red mark in each petal, flushed strawberry. showy import from Europe. 30¢

WEDDING GOWN - Ruffled glistening white, no markings of any kind. Large flowers, long blooming - still the finest all-white to date. 30¢